



Job Title: Development Director
Department: Development
Supervisor: Sarah Clark Stuart
Status: Exempt, Full Time
Salary: \$60,000
Expected Start Date: Dec 14 (earliest) and Jan 11 (latest)

PURPOSE AND GENERAL DESCRIPTION

The Development Director is our main fundraiser. This person should be dynamic and able to convey the joys of bicycling while growing our budget. The ideal candidate has a laser-like attention to detail and a strong commitment to diversified funding streams. You need not be a serious bicyclist but you must embrace our mission that bicycling should be a safe and fun way for everyone to get around the Greater Philadelphia Area. The Development Director is responsible for overseeing the development and management of a donor portfolio around our annual membership, major donor giving and sponsorship of events and the Bicycle Coalition Youth Cycling Team. The Director will supervise two staff positions and recruit interns as necessary. The Development team is responsible to collectively raise \$600,000-\$700,000 in unrestricted funding during the Fiscal Year. The position reports directly to the Executive Director. This position hires, trains, and supervises the staff dedicated to events and sponsorship and sits on the leadership team.

REPORTING RELATIONSHIPS AND WORK ENVIRONMENT:

The Development Director will report to the Executive Director and will lead the Development team. In addition, this position will work closely with BCGP's management and Policy team. This position will have responsibility for serving our existing members, performing outreach to acquire new members, soliciting corporate and event sponsors, and engaging our supporters to reach our financial goals.

DUTIES AND RESPONSIBILITIES

The Development Director has the following responsibilities:

- Lead, coach, and manage the Development team.
- Work with other Directors to ensure successful achievement of budget revenue goals and management of the organization.
- Engage the Board of Directors in providing new prospects and in meeting annual revenue goals.
- Responsible for Membership, Major Donor and Champion Circle and Events and Sponsorships revenue goals.
- Work with the Development team to ensure brand consistency across solicitations and communications.

Membership

- Supervise Membership & Community Manager to reach membership goals.
- Develop and implement strategies to retain our existing membership base and increase member households.



Major Donors & Champion Circle (mid level) donors

- Plan, direct and coordinate all aspects of annual major donors giving fundraising.
- Solicit their own major donor prospect list (gifts over \$1,000), and develop and coordinate on a portfolio for the Executive Director.
- Enrich the Salesforce database and develop individual prospect pipelines through research and analysis.
- Strategizing on fund development and raising money for new initiatives such as the BCYC Lead Out Fund.

Events & Sponsorships

- Supervise Development & Communications Manager and work with them to prepare sponsorship pipelines, decks and corporate proposals and solicitations for special events.
- Oversee all solicitations for event sponsors, with a special focus on our Annual Gala, and prospect for new sponsors
- Oversee renewal of corporate members and prospect for new members
- Oversee sponsorship of Bicycle Coalition Youth Cycling program
- Coordinate solicitation of in-kind bike sponsors.

Restricted Giving Campaigns

- Oversee strategies and solicitations for BCYC scholarships and other restricted campaigns.

Database

- Maintain data integrity of our Salesforce system by ensuring donor contact information, prospecting information, and gift information are accurate.
- Oversee fundraising dashboards and analytics.
- Ensure that best practices are in place in receiving the tax deductibility of gifts.
- Create, merge, and maintain Major Donor, Champion Circle, and Sponsorship acknowledgement letters.
- Create reports to total yearly giving for solicitations and our Annual Report.

Set Revenue Goals

- Create yearly fundraising goals for Membership, Champion Circle, Major Donor, and Events and Sponsorships budget lines during BCGP's fourth quarter. Create a yearly departmental budget including printing, postage, promotional items, expo fees, travel and catering costs.

Brand Strategy

- Review existing marketing strategies based on the Summer 2018 discovery report with E-City Interactive.
- Propose new strategies as necessary to achieve membership goals.



QUALIFICATIONS

- A strong commitment to the Bicycle Coalition’s mission, vision, values, programs and services, social media and strategic plan. Ability to articulate, promote and model the organizational mission, vision and programmatic goals, and strategic plan.
- Two to five years of development experience including directing annual major giving campaigns and corporate relations.
- Several years managerial and supervisory experience.
- Ability to complete work in an unstructured and informal environment with limited supervision. Strong problem solving skills are a must.
- Exceptionally strong communicator, with strategic thinking, analytical skills and attention to detail.
- Ability to communicate effectively with people of all ages, abilities, cultural groups, economic status or sexual orientation.
- Ability to craft compelling messaging to the Bicycle Coalition’s membership and audience.
- Possesses strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative, and professional interaction with diverse groups of coworkers, external business partners, and the community.
- Ability to operate a computer and use a variety of common software programs including Salesforce, Microsoft Office, spreadsheets, design software, and social media platforms. Salesforce experience is a plus.
- Ability to effectively manage competing priorities and multiple tasks.
- Ability to formulate annual giving program goals and objectives and proven ability to meet goals.
- Outstanding stewardship and relationship management skills.
- Experience in identifying/upgrading membership gifts to higher value contributions (“Moves Management System”).
- A professionally-aligned appearance and manner when meeting with stakeholders. The Bicycle Coalition fosters a casual and expressive office environment and welcomes casual attire in the workplace.
- Experience riding a bicycle for transportation or recreation.
- Having extensive familiarity with the surrounding PA and NJ counties of Philadelphia (preferred).
- Willingness to adhere to all COVID-19 precautions.
- **Individuals who identify as Black, Indigenous, or Person of Color strongly encouraged to apply.**



HOW TO APPLY

All interested candidates should send the following to search@bicyclecoalition.org:

- An up-to-date resume (no longer than 2 pages).
- A 1-page cover letter explaining why you are interested in working at BCGP and what makes you a good fit specifically for the Development Director role. Be sure to relay your story in addition to your professional attributes.
- References and clearances will be requested as the hiring process proceeds.
- Email subject should read: “[last name] Development Director Application”.
- Applications will be accepted and reviewed on a first come first serve rolling basis.
- **Applications received by December 4, 2020 will be prioritized.**

We thank all applicants; we will contact only those selected for an interview.

The Bicycle Coalition is committed to building a staff that matches the diversity of the communities we serve, and strongly encourages people of color to apply. We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.